

# HEADLIGHT\$

Here is a notice about the joint SAMHSA/Center for Mental Health Services and NIH/National Institute of Mental Health grant program whose purpose is to reduce mental illness stigma and discrimination. This initiative was conceived in response to The Presidents New Freedom Commission on Mental Health call for a national campaign to reduce mental illness stigma.

The National Institute of Mental Health (NIMH) invites applications for research to reduce mental illness stigma and discrimination. The Center for Mental Health Services has a long history of providing support for innovative anti-stigma programs and strategies and supported the Elimination of Barriers Initiative (EBI). The EBI is a major undertaking to identify effective approaches in addressing mental illness stigma and discrimination. North Carolina, through the division, was one of the first public mental health authorities to implement the EBI.

Now the NIMH is taking several new steps to encourage research applications to substantially increase our knowledge about how to effectively reduce stigma and discrimination and their consequences. This program announcement represents funding for partnerships between (1) consumer and/or advocate organizations, communities, or state and local agencies with hands-on expertise in developing and implementing stigma reduction programs and strategies, and (2) social, behavioral, and/or communication scientists with expertise in stigma research design and methodology. These partnerships would undertake studies that will: assess the effectiveness of existing stigma and discrimination reduction programs and approaches, including media-oriented approaches such as public service announcements; examine how, why, and for whom existing programs or approaches work; develop innovative new programs and approaches; and provide a better understanding of the impact of varied media (e.g., television, newspapers, magazines, cinema, direct-to-consumer advertising, internet), both positive and negative, on attitudes and beliefs about mental illness, and in perpetuating and changing mental illness stigma and discrimination.

This grant application requires using the NIMH collaborative R01 award mechanism and requires a formal collaboration among individuals, groups or organizations with hands-on experience in developing anti-stigma and discrimination campaigns, and researchers with expertise in research design and implementation.

Please review this website for more information: <http://grants.nih.gov/grants/guide/pa-files/PA-04-112.html>

**February 5, 2007 is the application deadline for research project grant program.**